

How to Sell Your Home in an "Off" Market

In spite of doom and gloom prognosticators, the bottom did not fall out of the local real estate market in 2006. However, if you feel like you saw many more homes sitting on the market unsold, you're right. Those homes that did sell shared many characteristics. Based on years of helping home sellers achieve their goals, here are:

“Deb’s Top Ten Tips to Get the Most for Your Home--in the Least Amount of Time”

10. Differentiate your home from the competition. Average doesn't cut it any more. Buyers expect their dream home to be something special. The home you've enjoyed living in for all these years is probably not the home most buyers want to purchase. Be open to advice regarding those improvements that will add character to your home and give the most bang for your buck.

9. Take care of deferred maintenance. The leaking skylight, broken appliance handle, cracked sink or faulty wiring won't pass the home inspection. If possible, deal with it.

8. Dress up entryways. Both front, back and garage door entries must be sparkling with fresh paint, healthy landscaping and no cobwebs or trash cans in evidence. First impressions are lasting.

7. Update with today's amenities. One of my current sellers took it upon himself to replace old glass and brass lighting with brushed nickel ones, added granite counter tops and replaced plumbing faucet's and handles. It made a decade-old home competitive with new construction.

6. When in doubt, paint. Don't be afraid to add some up-to-the-minute color to a bland interior, but keep it light and bright. Dingy, dark, cold and dated colors turn off buyers, big time.

5. Under all is the floor. Buyers want wood, hard or pine, depending on the age of the house. Old cracked linoleum, broken tile and ancient carpeting fail to impress.

4. What room is most important? If you can afford to do so, upgrade your kitchen with new stainless appliances, new flooring, cabinet pulls, maybe solid counter tops (stone is most popular). An updated kitchen is a huge plus for buyers who won't have extra money left over (after buying your home) for new appliances.

3. Structural components on their last legs will come up, so be prepared to address them. How much life is left on the roof? How old is the furnace?

2. Do the all-important Title V Septic Inspection early in the sale process. The outcome is needed to determine your bottom line, as well as your time frame.

1. Price the property at, not above, Fair Market Value. That way you'll engender as much interest as possible right away.



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